

Social Media Influencers – Cultural Research and Mapping Project



Project Title	Social Media Influencers – Cultural Research and Mapping Project
Project Summary	Conduct online research and data analysis to identify potential partners in Eastern and North Eastern India in advertising Consulate events in social media platforms, and identify influential people in Eastern and North Eastern India who can become useful contacts of the Consulate.
Country	United States

Project Description

The goal of this project is to expand the Embassy's followers and contact reach on social media and outside the virtual space through analysis of current followers and identification of new contacts to cultivate. The project will be divided into two parts.

Part 1: Facebook and Instagram Audience Analysis and Contact Development

Analyze accounts of those who have liked our Consulate Facebook page, developing an Excel spreadsheet with key bio data - name, current city, work, education, other websites if mentioned (ex. Instagram)

Search upcoming events on Facebook in Kolkata and identify pages and people the Consulate should consider partnering with for events and event promotion.

Make a list of particularly influential Instagram accounts of people and organizations in the above list, organized geographically.

Part 2: Twitter, and YouTube Contact Development

Seek out the accounts of influential people and representatives of key target audiences in Eastern and North Eastern India (particularly: journalists, bloggers, cultural centers, university professors and staff, university students, private (English) school teachers/directors, and clubs or other venues that organize musical performances, speakers, film showings, and other cultural events).

Search online announcement forums to identify other cultural event organizers and make lists of their contact information, social media accounts, and types of events they organize.

As time permits, conduct analysis of Consulate followers on YouTube and identify ways to improve penetration there.

Required Skills or Interests

Skill(s)
Cultural diplomacy
Data analysis
Research
Social media management
Survey / polling design

Additional Information

None

Language Requirements

None